Content Writing Services in Pakistan

What is Content Writing?

Content writing is the process of researching, planning, writing, editing, and publishing content for the web. It could be a blog post, a video script, a sales page—anything published online.

Why is Content Writing Important?

Content writing is important because it helps you attract and retain customers.

This is what's known as content marketing, which is why you're reading articles about content writing on the Ahrefs blog. By helping you understand the importance of content writing and best practices, we hope to increase your awareness, interest, and demand for our products.

Best Practices for Content Writing

Everyone has their own opinion on how to write the best content. The best practices I'm sharing below are simply those we've found to be true over the years and that have helped us thrive in our content creation efforts.

Use Templates

You don't have to write content from scratch. Most fall into a few categories—lists, guides, reviews, etc. That's why templates exist. You can use them as a foundation and fill in your research.

In fact, we're using a very good template for this article.

Create a solid outline

While a template can get you started, you might not know exactly what you're going to write.

For example, if we tried to write this article from beginning to end without a solid outline, we would quickly run into writing difficulties.

Here's what this article would look like:

Some of these points are our unique ideas, but we also draw inspiration from top-tier web pages.

More specifically, we look for common themes and points across these questions to better understand the questions people want answered and the advice they seek.

For example, using the free page report in the SEO toolbar, we can see some common themes in the subheadings of top-level pages.

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As you read this article, you'll find we've included similar viewpoints.

Make it worth sharing

People share content for a variety of reasons. Jonah Berger, in his bestselling book *Contagious*, specifically mentions some reasons why people share things:

To make them look good, or to help them support their own viewpoint/narrative.

To evoke some emotion, such as anger, awe, joy, etc.

To be relevant to current events.

To provide practical value or usefulness.

To have already been shared by many people.

Gaining some initial shares is key to getting this flywheel going, and one way to do this is by building "sharing triggers" within the content.

You can find "sharing triggers" by looking for common linking reasons in the backlink profiles of similar pages, as linking is a form of sharing.

Access Ahrefs Keyword Analysis

Search the topic you are writing about

Please review the SERP overview

Find a similar article with many referencing domains

Click the numbers in the "Backlinks" column

Browse the commonalities between the anchor and target URLs.

If you're writing on the same topic, mentioning these or similar statistics can boost stock prices.

Give your posts a unique perspective. Over 3.5 million blog posts are published every day. If you want to compete, you must stand out. Approach your chosen topic from a unique angle to differentiate yourself.

Here's an example. Procrastination isn't a new topic. However, Tim Urban's posts on procrastination are among the most popular on his website (and perhaps even the internet). Why? Because he tackled the problem from an unprecedented angle.

Instead of self-motivatingly complaining about the dangers of procrastination, he decided to use adorable illustrations to explain why it happens: "The Monkey of Instant Gratification," "The Panic Monster," and so on.

While there's no foolproof way to come up with an "angle," here are some mental models you can consider:

Personal Experience – Tell them about your experience and the lessons you learned. We did this through our email marketing and SEO certification.

Authority – Then don't shy away from it. Or, if you're not an expert, can you interview one? We did that, and we published a post about Google penalties.

Get opinions from some experts, like what we do in our SEO job description articles.

Data – Provide evidence and the hot claims behind the data in your niche. Check out our research on crosslink building and blog post length.

As you can see, most questions are related to your perspective. The perspective you choose for your topic will help build the credibility you need. But don't stop there. Tell them.

Scroll back to the introduction of this article. I told you we have extensive experience in creating and publishing content—in fact, hundreds of ways.